

FACEBOOK HAPPINESS

THESIS

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By

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## Abstract

As the world's largest social networking site, Facebook has reached 1.59 billion monthly active users around the globe as of December 2015. People access Facebook because they want to connect with their friends and family. People want to find happiness on Facebook, but do they? The purpose of this research is to measure how Facebook users' emotions change after looking at Facebook, and the role played by different types of Facebook posts and its social comparison. The research was conducted online using 128 college students ranging from the ages of 16 to 41. Since Facebook users were exposed to many events throughout the day, researchers believed that there were mainly four types of events that people share on Facebook: Lifetime Events, Special Events, Routine Events and Neutral Events. Participants were randomly assigned to view a Facebook "news feed" full of one of the Lifetime Events, Special Events and Routine Events combined with some Neutral Events. Then they were asked to think about an acquaintance who posted these events on Facebook. Participants reported their positive and negative affect both before and after looking at the Facebook posts, and difference scores were calculated by subtracting the pre-Facebook affect scores from the post-Facebook affect scores. The results of a one sample t-test were shown to be significant and revealed that participants felt a less positive affect after looking at Facebook than they did before looking at Facebook. The results suggest that viewing Facebook decreases a user's positive emotional state. A correlation test was used to see if comparing with users' Facebook friends made them feel bad or not, and the results show that Facebook users do not realize that going on Facebook makes them feel worse. Additional research is planned to further examine how different types of Facebook posts may differentially affect positive affect. In conclusion, Facebook viewing has a negative effect on users' emotional state. Facebook users seem unaware that this is happening, and additional research is planned to shed further light on this effect.

## Acknowledgments

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## Vita

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## Fields of Study

Major Field: Accounting and MIS

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## Chapter 1: Introduction

The increased usage of technology in our business and personal lives has been one of the most important trends in the past decade. Some of the most drastic changes in how people spend their time are around social networks. However, these social networks may impact people's emotional states in negative ways<sup>1</sup>.

Mark Zuckerberg launched Facebook in 2004, and it has been one of the world's largest social networking sites since then. Its mission is to give people the power to share and make the world more open and connected<sup>2</sup>. As of December 31, 2015, there were 1.59 billion monthly active users on Facebook.<sup>3</sup> People go on Facebook because they want to stay connected with their friends and family. They want to discover what is going on in the world and to share what matters to them. However, sometimes people find that after browsing through their friends' News Feed, they become less satisfied with themselves. They no longer receive happiness through viewing Facebook nor will they be more confident. The purpose of going on Facebook is for users to find happiness, but will they?

Since no one joins Facebook to become unhappy and lonely, this question has become controversial after a report titled "The Facebook Experiment: Does social media affect the quality of our lives?" by the Happiness Research Institution<sup>4</sup>. In this study, researchers randomly assigned 1095 participants into two groups: one group would stop using Facebook for a week ("treatment group"), while the other group would continue to

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<sup>1</sup> Happiness Research Institute, <http://www.happinessresearchinstitute.com/>

<sup>2</sup> Facebook Newsroom, <http://newsroom.fb.com/company-info/>

<sup>3</sup> Facebook Newsroom, <http://newsroom.fb.com/company-info/>

<sup>4</sup> Happiness Research Institute, <http://www.happinessresearchinstitute.com/>

use Facebook as they normally do (“control group”). The life satisfaction among participants in the “treatment group” changed from a 7.56 to 8.12 in the scale of 10, while the life satisfaction level only changed from 7.67 to 7.75 for the “control group”.<sup>5</sup> Therefore, the data suggested that the “treatment group” reported a significantly higher level of life satisfaction. In addition, researchers found that people who had taken a break from Facebook felt happier and were less sad and lonely.<sup>6</sup> Therefore, the study concluded that people should stay away from Facebook because Facebook brings less happiness to users.

Another study titled “Facebook Use Predicts Declines in Subjective Well-Being in Young Adults”, also suggested that Facebook use predicted negative shifts on both happiness and self-satisfaction. Kross and his colleague sent text messages to eighty-two participants five times per day for two-weeks to examine how participants felt from time to time, how satisfied they were with their lives after using Facebook and how much they had used Facebook.<sup>7</sup> They found that the more time the participants spent on Facebook, the worse they felt. The statistics also supported that there were declines in moment-to-moment happiness and overall satisfaction.

The previous two studies on Facebook Happiness had found that Facebook use made people unhappy, but both of them did not mention why. In addition, they also did not take into the fact that there were many events happening on Facebook throughout the day, and different types of events might lead to different emotional changes and life

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<sup>5</sup> Happiness Research Institute, <http://www.happinessresearchinstitute.com/>

<sup>6</sup> Happiness Research Institute, <http://www.happinessresearchinstitute.com/>

<sup>7</sup> Kross E, Verduyn P, Demiralp E, Park J, Lee DS, Lin N, Shablack H, Jonides J, Ybarra O, et al. (2013) Facebook Use Predicts Declines in Subjective Well-Being in Young Adults. PLoS ONE 8(8): e69841. doi:10.1371/journal.pone.0069841



satisfaction. Therefore, in our research, we would like to build on Kross's conclusion and see which types of events have the biggest negative impact on one's life and why.

The purpose of this research is to measure how Facebook users' emotions change after looking at Facebook, the role played by different types of Facebook posts and its social comparison. We were trying to study if Facebook viewing had a negative impact on users' emotional states, which types of events had the biggest impact, and if social comparison took place during the process of users viewing Facebook.

The paper begins with a discussion of the research procedures and detailed findings in Chapter 2. Chapter 3 talks about the limitations of this research. It also points out the directions for future research and the paper closes with the concluding comments in Section 4.

## **Chapter 2: Procedures and Results**

### **2.1 Research Procedures**

This study only focused on the positive events because researchers believed that most of the Facebook users would be more likely to post happy moments in their lives. According to the Daily Mail, a British survey suggested that around two-thirds of people post images to their social media to make their lives seem more adventurous.<sup>8</sup> Since Facebook users would get exposure from many events throughout the days, we believed that there were mainly four types of events on Facebook: Lifetime Events, Special

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<sup>8</sup> Zolfaharifard E (2016) Welcome to Fakebook: More than 75% of people admit to making their lives seem more exciting on social media, <http://www.dailymail.co.uk/sciencetech/article-3274749/Welcome-Fakebook-75-people-admit-making-lives-exciting-social-media.html>

Events, Routine Events and Neutral Events. Lifetime Events are milestone events that do not happen often, and can have a large impact on one's life. Examples in the study included accepting a full time offer upon graduation with a well-known firm in Chicago, graduating from college, starting a relationship, and beginning a graduate program at Fisher.<sup>9</sup> Special Events are events that do not happen often, but will also not have a big effect on the user's life. Examples included going to the Buckeye National Championship game and witnessing the victory, riding on a helicopter over Orlando, going to a Maroon 5 concert, and skydiving.<sup>10</sup> Routine Events are events that happen on a daily basis. Some positive Routine Events would be spending a day in a coffee shop, eating good food, watching a good movie with friends, and chilling on a sunny morning.<sup>11</sup> Neutral Events are events that are neither positive nor negative. In this study, they were news items and recruitment information.<sup>12</sup> Neutral Events were the filler events in the study, and therefore Participants were randomly assigned to view a Facebook "news feed" full of one in a Lifetime Events, Special Events or Routine Events, all combined with some Neutral Events. Events were shown either as a picture with a caption or as a status. Since our subject pool was college students, all the events in all those categories were designed only for college students. If our subject pool were newly hired or leaned towards the older generation, the events in the categories would be redesigned.

This research was to be completed online using Qualtrics. The research used the Fisher College of Business undergraduate business student M300 subject pool, and there

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<sup>9</sup> See Appendix 1 for Lifetime Events

<sup>10</sup> See Appendix 2 for Special Events

<sup>11</sup> See Appendix 3 for Routine Events

<sup>12</sup> See Appendix 4 for Neutral Events

were 149 students ranging from the ages of 16 to 41 who participated in the research. However, only 128 participants' data points were used in the study. The rest of the 21 data points were removed due to incompleteness of the surveys.

During the research, participants completed several surveys and answered questions about how browsing Facebook had an effect on their emotions. They first did a Positive and Negative Affect Scale (PANAS)<sup>13</sup> before browsing the simulated Facebook page. Adding up the scores for Interested, Excited, Strong, Enthusiastic, Proud, Alert, Inspired, Determined, Attentive and Active, we would have a Positive Affect Score for an individual, with higher scores representing higher levels of positive affect. Higher scores of the Positive Affect Score meant users were happier. We could also add up the scores for Distressed, Upset, Guilty, Scared, Hostile, Irritable, Ashamed, Nervous, Jittery and Afraid to get a Negative Affect Score for an individual. A higher score meant a higher level of negative affect, and users were less happy.

Then, participants were randomly assigned to view a simulated Facebook "news feed" full of one of the three main event types (Lifetime Events, Special Events and Routine Events), all combined with some Neutral Events. While participants were browsing the Facebook posts, they were asked to think about an acquaintance who posted these events on Facebook. It was quoted as following "please recall a name of a distant acquaintance on your Facebook. For example, a classmate in one of your general education courses that you have not communicated with after that class was over but who remains your Facebook friend. Please write down his/her first name". Next, Participants

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<sup>13</sup> See Appendix 5 for Positive and Negative Affect Scale

were asked to write a description for each of the posts in order to make sure they actually process the events and connect the acquaintance to those posts.

After participants browsed through the simulated Facebook posts, they had to complete the PANAS again to measure participants' emotions after the browsing activity. Difference scores were calculated by subtracting the pre-Facebook affect (emotion) scores from the post-Facebook affect scores.

Although the study on “Facebook Use Predicts Declines in Subjective Well-Being in Young Adults”<sup>14</sup> did not get a reason why viewing Facebook leads to less happy and self-satisfaction, the co-author, John Jonides, questioned that it might because of social comparison. He stated that “when you're on a site like Facebook, you get lots of posts about what people are doing. That sets up social comparison — you maybe feel your life is not as full and rich as those people you see on Facebook”.<sup>15</sup> Therefore, we would like to test if social comparison contributed to the fact that viewing Facebook makes people less happy. Hence, participants needed to answer some questions including how much they compared themselves with their acquaintances and to what extent. This was to see if comparing with others made the participants feel worse about themselves.<sup>16</sup> Next, a Scale for Social Comparison Orientation survey was conducted to measure how much users compare themselves with their friends. The Scale ranged from “I disagree strongly” to “I

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<sup>14</sup> Kross E, Verduyn P, Demiralp E, Park J, Lee DS, Lin N, Shablack H, Jonides J, Ybarra O, et al. (2013) Facebook Use Predicts Declines in Subjective Well-Being in Young Adults. PLoS ONE 8(8): e69841. doi:10.1371/journal.pone.0069841

<sup>15</sup> Hu E (2013) Facebook Makes Us Sadder And Less Satisfied, Study Finds. NPR. Retrieve from: <http://www.npr.org/sections/alltechconsidered/2013/08/19/213568763/researchers-facebook-makes-us-sadder-and-less-satisfied>

<sup>16</sup> See Appendix 6 for questionnaires

disagree”, “I neither agree nor disagree”, “I agree” and “I agree strongly”. “I disagree strongly” has a Comparison Score of 1, and “I agree strongly” has a Comparison Score of 5. The Comparison Scores will be calculated adding up all the factors in the Scale for Social Comparison<sup>17</sup>. The higher the Comparison Scores represented users compare more with their acquaintances. Last but not least, participants needed to complete a short questionnaire about their ages, genders and general questions about how many hours they use Facebook a day, how often they use it for, and how many friends they have on Facebook among others<sup>18</sup>.

## 2.2 Detail Findings

The PANAS was used to measure participants’ emotions before and after they browsed Facebook pages. Difference scores were calculated by subtracting the pre-Facebook affect (emotion) scores from the post-Facebook affect scores.

Different Scores on the <b>Positive Affect Scores</b> Different Scores = <b>Pre – Post</b>					
<b>Condition</b>	<b>Sample Size</b>	<b>Alternative Hypothesis</b>	<b>T-scores</b>	<b>P-value</b>	<b>Null Hypoth. at 5% Significance</b>
All Condition	128	>0	5.74	<0.001	Reject
Lifetime Events	43	>0	4.27	<0.001	Reject
Special Events	41	>0	2.4	0.01	Reject
Routine Events	44	>0	3.27	0.001	Reject

<sup>17</sup> See Appendix 7 for Scale for Social Comparison Orientation

<sup>18</sup> See Appendix 8 for the survey.

A one sample t-test was used based on the difference scores for both the Positive Affect Scores and the Negative Affect Scores. As we could see from the table above, with 128 participants, the t-score equaled 5.74 with a p-value less than 0.001. It was significant and revealed that participants felt less positive affect after looking at Facebook than they did before browsing Facebook. A one sample t-test on each of the three conditions was also significant and showed that participants were less positive post-browsing of the simulated Facebook posts, with the p-value less than 0.001 for the Lifetime Events ( $t(42) = 4.27$ ), a p-value equaled to 0.01 for the Special Events ( $t(40) = 2.4$ ) and a p-value equaled to 0.001 for the Routine Events ( $t(43) = 3.27$ ). Therefore, the results suggest that viewing Facebook decreases the user's positive emotional status. Although Lifetime Events yielded the largest t-scores equaled to 4.27 with the smallest p-value, a single ANOVA test<sup>19</sup> on the Positive Affect Scores generated a p-value of 0.523 which was not significant. This meant that all the three categories were indifference with one another.

Different Scores on the <b>Negative Affect Scores</b> Different Scores = <b>Pre – Post</b>					
<b>Condition</b>	<b>Sample Size</b>	<b>Alternative Hypothesis</b>	<b>T-scores</b>	<b>P-value</b>	<b>Null Hypoth. at 5% Significance</b>
All Condition	128	>0	4.88	<0.001	Reject
Lifetime Events	43	<0	2.55	0.99	Do Not Reject
Special Events	41	<0	2.30	0.99	Do Not Reject
Routine Events	44	<0	3.5	0.9995	Do Not Reject

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<sup>19</sup> See Appendix 9 for the ANOVA results on the Positive Affect Scores

As the table above showed, a one sample t-test was also used in the Negative Affect Scores. With a t-score of 4.88, and a p-value less than 0.001, it indicated that if people already felt worse before browsing Facebook, this activity would leverage the users' feelings.

The Scale for Social Comparison Orientation was also in place, and used to measure if comparing with others made the participants feel worse about themselves. The comparison scores were the sum of all ratings from every question. The higher the comparison scores, the more people compared with each. We ran a correlation between the Difference Scores on the Positive Affect and the comparison scores, the correlation equaled -0.02. We also did a correlation between the Difference Scores on the Negative Affect and the comparison scores which equaled to 0.05. Since both correlations were very minor, the results showed that Facebook users did not realize that going on Facebook made them feel worse.

## **Chapter 3: Discussion**

### **3.1 Research Limitations**

Given the time constraint, this research could only been done online. Since we could not control what the participants were doing while they were filling out the survey, there were many variables we could not control. For example, some participants might be talking to their friends while completing the survey. This action would distract them from

the survey itself, and the conversations with their friends might impact the participants' emotional states. It will influence the participants' PANAS scores, and will therefore add to the inaccuracy of the results. If the research is conducted in a lab setting, participants will pay more attention to the study, and we would obtain more accurate results. It could help in minimizing the confounding variables and have a better measure for the participants' emotional states. In the lab setting, we could reduce all the unnecessary variables that might have an impact on participants' emotional states at the time of the research.

The results are only limited to these four types of events, and they are Lifetime Events, Special Events, Routine Events and Neutral Events. Other types of events warrant future research. Also, the results are limited to viewing picture and status posts by other friends on Facebook. It does not include other Facebook activities, such as posting statuses and pictures about oneself and playing video games on Facebook. In addition, if a user is chatting with his or her friends using Facebook Messenger, the results would not explain the emotional state changes for these types of activities other than viewing friends' posts on Facebook.

### 3.2 Future Research

Facebook viewing has a negative effect on users' emotional states. However, Facebook users seem unaware that this is happening, and additional research could be planned to shed further light on this effect. Also, since this study is only limited to the positive events on Facebook, future research could focus on the negative posts on



Facebook. Also, future research can study if these results could be generalized to other social media, like Twitter, Snapchat, Instagram and so on. Furthermore, future research could be conducted about why might Facebook viewing has a negative effect on users' emotional states. If it is not because of the social comparison theory, what could it be? In addition, more research could be done on this topic based on different genders and races, and see if these results would still be the same for different census data.

#### **Chapter 4: Concluding Comments**

In conclusion, Facebook viewing decreases users' positive affect scores meaning that the more time they spend on Facebook, the less happy they are. The results in this study match the results in Kross (2013)<sup>20</sup>. Among the four types of events which are Lifetime Events, Special Events, Routine Events and Neutral Events, they are indifference with one another. Since the correlation between the comparison scores and the affects scores are very small, the data suggests that social comparison might not be the reason for the decline of users' positive emotions; however Facebook users do not realize that going on Facebook makes them feel worse.

Since Facebook can manipulate a user's news feed to make a user feel good or bad<sup>21</sup>, it could also have the ability to display different advertisements on different

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<sup>20</sup> Kross E, Verduyn P, Demiralp E, Park J, Lee DS, Lin N, et al. (2013) Facebook Use Predicts Declines in Subjective Well-Being in Young Adults. PLoS ONE 8(8): e69841. doi:10.1371/journal.pone.0069841

<sup>21</sup> McNeal G. (2014) Facebook Manipulated User News Feeds To Create Emotional Responses. <http://www.forbes.com/sites/gregorymcneal/2014/06/28/facebook-manipulated-user-news-feeds-to-create-emotional-contagion/#54d035f5fd8c>

people's news feeds. The people who get exposure to those ads will be happier and more likely to buy the products. The results from this study can potentially help the advertisement team of Facebook decide what kinds of advertisements it wants to attract and put on Facebook pages. An example would be a young Facebook user browsing Facebook as he sees one of his friends had just graduated from the Ohio State University today while he was still struggling to graduate. Since graduation from college would be considered as one of the Lifetime Events, seeing this on Facebook would make users feel worse according to our results. Therefore, if Facebook could post tutoring information under that user's friends' post about the graduation, that user would be more likely to click on that advertisement and purchase it.

The results can also benefit the public domain by telling people how all the time they spend on Facebook is affecting them. Although users might not be aware of the impacts of Facebook at the moment, the results do show that going on Facebook correlates with a decline in user happiness.

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## Appendix 1: Lifetime Events

Well it's official! Next fall I will be starting full-time with Deloitte in Chicago!



Like Comment Share

Happy Graduation to Me and YOU 🎓 #TheOhioStateUniversity  
#Classof2015 #Graduation #May10 #Sunnyday



Started School at The Ohio State University

August  
Grad School

Like Comment Share



In a Relationship

Today

## Appendix 2: Special Events

6 years ago I got my first certificate in skydiving, and today I got my first certificate in flying! Campus and columbus looks so pretty in the air at Sunset!



helicopter ride over orlando florida

[Like](#) - [Comment](#) - [Share](#)

## Appendix 2: Special Events (Continued)

Maroon 5 concert last night. What a feast!



👍 Like    💬 Comment    ➦ Share

Finally! Buckeyes won! Worthy to come all the way to Texas!!! Go Bucks!!!! National Champion!!!

👍 Like    💬 Comment



### Appendix 3: Routine Events

• // good morning // •



Like Comment Share

Brownies and movies make things better



**The Theory of Everything Movie** ✓

Movie

662,536 Likes  
2,778 talking about this

Save

Like Comment Share

### Appendix 3: Routine Events (Continued)

Hello, perfection. ☺️ #klatch #coffee #cremebruleelatte #happiness



👍 Like    💬 Comment    ➦ Share

Great food and drinks is always a good start of weekend!



👍 Like    💬 Comment    ➦ Share



## Appendix 4: Neutral Events



**EY US Careers**

November 12 at 9:58am · 🌐

"EY has been hiring across all of its business lines, including assurance, tax, advisory and transactions. All of these groups are growing tremendously." said Larry Nash, Americas director of experienced and executive recruiting at EY via Accounting Today



### Economy Adds 271,000 Jobs in October, Including 3,400 in Accounting

The economy added a surprisingly robust 271,000 jobs in October, including 3,400 jobs in accounting and bookkeeping services, sending the unemployment rate...

#### Appendix 4: Neutral Events (Continued)



#### McDonald's: Fast Food Chain to Launch New 'McPick 2' Menu Offering 2 Items for \$2

The new menu option will replace the "Dollar Menu." The "McPick 2" will be available as of Jan. 4 for a five-week run. Choices include the McChicken, McDougle, small fries and mozzarella sticks.

#### Appendix 4: Neutral Events (Continued)

"My dad goes all over the world and learns about the news. One time he met a king. I want to be a reporter too. If I was a reporter right now, I'd probably write a story about if NASA was going to launch a new rocket into space. I'd start by going to the Director of NASA. Then I'd ask him about his rockets. And if any of them were going to space."



#### Appendix 4: Neutral Events (Continued)

Today, the World Health Organization (WHO) has announced that processed meats do cause cancer. The BBC states, "Processed meat has been modified to either extend its shelf life or change the taste and the main methods are smoking, curing, or adding salt or preservatives. Simply putting beef through a mincer does not mean the resulting mince is 'processed' unless it is modified further. Processed meat includes bacon, sausages, hot dogs, salami, corned beef, beef jerky and ham as well as canned meat and meat-based sauces."

That means 50g of processed meat (less than two slices of bacon), daily, increases the chance of developing colorectal cancer by 18%. However, red meats are classified as "probably carcinogenic" but with limited evidence.

Of course there's plenty of health benefits but please limit your daily consumption of meat!



Processed meats do cause cancer - WHO - BBC News

## Appendix 5: Positive and Negative Affect Scale (PANAS)<sup>22</sup>

- 1- Very Slightly or Not at All
- 2- A Little
- 3- Moderately
- 4- Quite a Bit
- 5- Extremely

- \_\_\_\_\_ 1. Interested
- \_\_\_\_\_ 2. Distressed
- \_\_\_\_\_ 3. Excited
- \_\_\_\_\_ 4. Upset
- \_\_\_\_\_ 5. Strong
- \_\_\_\_\_ 6. Guilty
- \_\_\_\_\_ 7. Scared
- \_\_\_\_\_ 8. Hostile
- \_\_\_\_\_ 9. Enthusiastic
- \_\_\_\_\_ 10. Proud
- \_\_\_\_\_ 11. Irritable
- \_\_\_\_\_ 12. Alert
- \_\_\_\_\_ 13. Ashamed
- \_\_\_\_\_ 14. Inspired
- \_\_\_\_\_ 15. Nervous
- \_\_\_\_\_ 16. Determined
- \_\_\_\_\_ 17. Attentive
- \_\_\_\_\_ 18. Jittery
- \_\_\_\_\_ 19. Active
- \_\_\_\_\_ 20. Afraid

### Scoring Instructions:

Positive Affect Score: Add the scores on items 1, 3, 5, 9, 10, 12, 14, 16, 17, and 19.  
Scores can range from 10 – 50, with higher scores representing higher levels of positive affect.

Negative Affect Score: Add the scores on items 2, 4, 6, 7, 8, 11, 13, 15, 18, and 20.  
Scores can range from 10 – 50, with lower scores representing lower levels of negative affect.

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<sup>22</sup> PANAS; Watson et al., 1988

## Appendix 6: Questionnaires

Please read each item and indicate to what extent you feel this way right now.

	Very Slightly or Not at All	A Little	Moderately	Quite a Bit	Extremely
How much did you compare yourself to your “friend”, listed above, after seeing his/her Facebook feed?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent would comparing yourself to this person make you feel worse?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent would comparing yourself to this person make you feel better?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Appendix 7: Scale for Social Comparison Orientation<sup>23</sup>

Please indicate how much you agree with each statement below.

	I disagree strongly	I disagree	I neither agree nor disagree	I agree	I agree strongly
I often compare myself with others with respect to what I have accomplished in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always pay a lot of attention to how I do things compared with how others do things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often compare how my loved ones (boy or girlfriend, family members, etc.) are doing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not the type of person who compares often with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I want to find out how well I have done something, I compare what I have done with how others have done	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often compare how I am doing socially (e.g., social skills, popularity) with other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<sup>23</sup> Gibbons, F.X. & Buunk, B.P. (1999). Individual differences in social comparison: The development of a scale of social comparison orientation. *Journal of Personality and Social Psychology*, 76, 129-142.

Buunk, B.P., Belmonte, J., Peiró, J.M., Zurriaga, R., & Gibbons, F.X. (2005). Diferencias individuales en la comparación social: Propiedades de la escala española de orientación hacia la comparación social. *Revista Latinoamericana de Psicología*, 37, 561-581.

Buunk, A.P., & Gibbons, F.X. (2006). Social comparison orientation: a new perspective on those who do and those who don't compare with others. In Guimond, S. (Ed.) *Social Comparison and Social Psychology: Understanding cognition, intergroup relations and culture* (pp. 15-33). Cambridge: Cambridge University Press.

## Appendix 8: Survey

1. How long have you been using Facebook? (Days, Months, Years)
2. How many friends do you have on Facebook approximately?
3. How old are you?
4. What is your gender?



### Appendix 9: ANOVA Table on the Positive Affect Scores

<i>OneWay ANOVA Table</i>	Sum of Squares	Degrees of Freedom	Mean Squares	F-Ratio	p-Value
Between Variation	28.901	2	14.451	0.647	0.5253
Within Variation	2791.568	125	22.333		
Total Variation	2820.469	127			